MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210)

BMR2024 – UNDERSTANDING CONSUMER

(All sections/Groups)

6 FEBRUARY 2023
2.30p.m - 4.30p.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages.
2. Attempt ALL questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Structured Questions (100 Marks)
Answer all questions.

QUESTION 1

Describe the type of promotional message that would be most suitable for the following personality market segment and give an example of each:
(a) highly dogmatic consumers,
(b) inner-directed consumers,
(c) consumers with high optimum stimulation levels,
(d) consumers with a high need for cognition, and
(e) consumers who are visualizers versus consumers who are verbalizers.

(Total: 20 Marks)

QUESTION 2

a) Genting SkyWorlds is an amusement park at Resorts World Genting, Genting Highlands, Malaysia. The Park has started operating since Feb 2022. Explain a person's attitude toward visiting Genting SkyWorlds Theme Park in terms of the tri-component attitude model. (12 Marks)

b)The Ministry of Transport is launching an advertising campaign that encourages people to switch from private cars to mass transit. Discuss any 1 (ONE) strategy that Ministry can use to change commuters' attitudes. (6 marks)

(Total: 18 Marks)

QUESTION 3

a)What are the 5 (FIVE) stages of the traditional family life cycle? Explain what happens at each stage. (10marks)

b) Interpret the 4 (FOUR) parental styles and their respective attitudes towards advertising, consumption, and yielding to children's buying requests.

(12marks)

(Total : 22Marks)

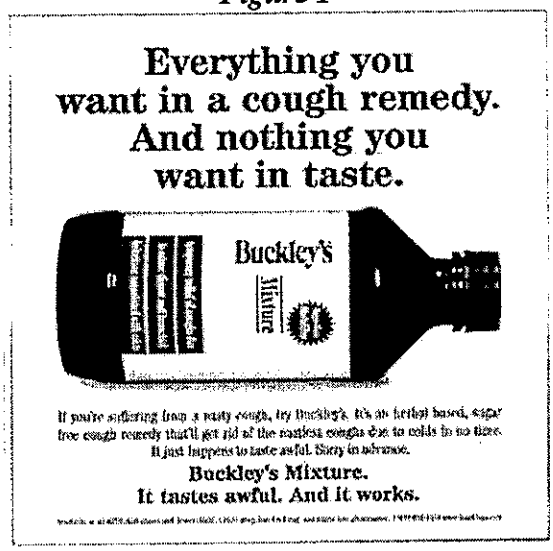
Continued ...

QUESTION 4

a) Is the advertisement in ***Figure 1*** below using a one-sided or two-sided message? Explain.

(8 marks)

Figure 1


Everything you want in a cough remedy. And nothing you want in taste.
Buckley's
Mixture
Buckley's Mixture.
It tastes awful. And it works.

b) Explain when would marketers would use a one-sided and when to use a two-sided message. (12 marks)

(Total: 20 Marks)

QUESTION 5

The key characteristics that influence buyer behavior toward new products are perceived risk, media influence, social characteristics, and demographic characteristics. Suppose that you are planning to purchase a brand-new luxury motor vehicle. Explain how each of these factors would affect your purchasing decision. Use examples to support your responses.

(Total : 20 marks)

End of Paper.